



# Main Media Partners

In collaboration with Paris Blockchain Week 2025

From day one, we build a strategy, working months in advance to lay clear foundations that guide every stage of the event.

## OUR GOALS

INCREASE MEDIA COVERAGE	to position PBW as a leading global event	GENERATE HIGH-QUALITY CONTENT	across top-tier media outlets
BOOST ATTENDANCE	by leveraging extensive media outreach	ENHANCE BRAND VISIBILITY	through interviews, articles, and social media

## WHAT SUCCESS AT PBW LOOKED LIKE:

<b>280 articles</b> and videos were published, generating <b>10.6 million</b> views and reaching <b>319 million people</b> . <a href="#">View the complete media coverage here</a>	<b>4.79K social engagements</b> (shares, likes, and comments) further amplified the event's visibility.
<b>75+ interviews held daily</b> with key speakers, including video interviews by CNBC, Cointelegraph, CryptoPotato, BeInCrypto, Bitcoin Magazine NL, BFM.	<b>Over 500 emails were sent</b> to the press during the event, offering real-time updates, press releases, and event highlights.
<b>136 registered press members attended</b> , providing extensive live coverage and post-event reports.	<b>12 interviews and mentions</b> from PBW spokespersons across various media platforms.

## EXTENSIVE COVERAGE FROM LEADING OUTLETS:

## ATTENDANCE FROM TOP-TIER JOURNALISTS:

- Philip Stafford**  
Financial Times
  - Elizabeth Howcraft**  
Reuters
  - Arjun Kharpal**  
CNBC
  - Benoit Berthelot**  
Bloomberg
- Liam Kelly**  
DLNews
  - Ian Allison**  
Coindesk
  - Gareth Jenkinson**  
Cointelegraph

## EXAMPLES OF TOP ARTICLES:

See publication

See publication

See publication

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